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[Conference or Workshop Item]

Presentation

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Changing Landscape: Social Media, Research and Academia

***Research and Social Media Symposium
Middlesex University 22 June 2015***

Claudia Megele

@ClaudiaMegele

**CPD & Post Qualifying Programmes Leader & Digital Lead
Department of Mental Health, Social Work & Integrative Medicine
School of Health & Education
Middlesex University**

Online vs. Offline

What has changed?

- Ubiquity and anytime anywhere connectivity:
 - Ease of communication and enhanced relationships and connectivity giving rise to a new “Social”.
- New culture of “sharing” where sharing means multiplying what is shared and not dividing it.
- Open online postings are virtually accessible to the everyone and potentially have unlimited visibility. This has given rise to “Open Access” which is transforming publishing. It also amplifies the impact of online postings.
- The visibility of online postings implies that communication and conversations have become a form of content.
- Read-Write medium offering possibility for easy and infinite revisions offer flexibility and encourage increasing and rapid communication/exchange.

Source: Megele (2016)

Online vs. Offline

What has changed?

- Fluidity of online boundaries: The Web transcends time and place as well as physical, geographical, and other boundaries.
- Network society: The network society is
 - multi-modal – allowing multiple forms of connections and relationships; and
 - multi-nodal – the absence of one node does not hinder the network

Source: Megele (2016)

- Whereas in the past networks such as professional networks were based on exclusion and exclusivity, online networks are usually built on increasing inclusivity and ease of participation. (Castell, 1996)
- The above have changed human experience as well as science and society and have significant implications for research and research cycle.

Wearable Technology

WEARABLE COMPUTING

Google Wants to Turn Your Clothes Into a Computer

By CONOR DOUGHERTY MAY 29, 2015 5:56 PM 19 Comments

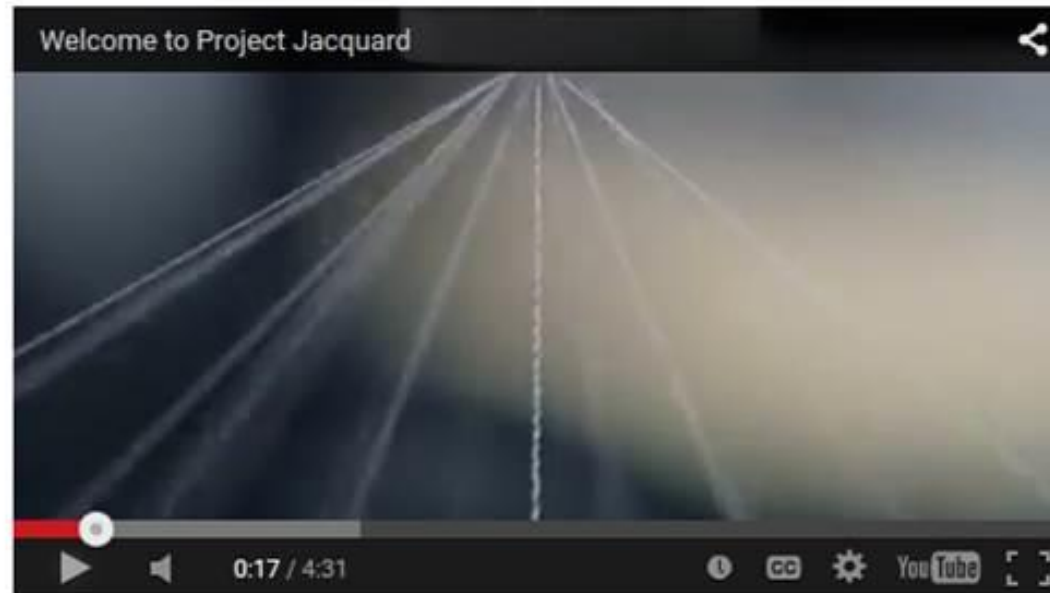
Email

Share

Tweet

Save

More



Google's Project Jacquard is aimed at weaving computing capabilities into clothing. SAN FRANCISCO — If you thought it was only a matter of time before Google tried to turn your pants into a computer, well, guess what, you were right.

Wearable Technology



David Isaac from Torbay Hospital one of the first surgeons in UK to use Google Glass

Source: BBC online <http://www.bbc.co.uk/news/uk-england-devon-27315498>

Web 1.0	Web 2.0	Web 3.0
Mainly Read-Only	Widely Read-Write	Portable & Personal
Information Focus	Community Focus	Individual Focus
Home Page	Blogs / Wikis / Social Networks	Life streams / Waves
Owning Content	Sharing Content	Contextualising Content
Web Forms	Web Apps	Smart Apps
Directories	Tagging & Hashtag	User behaviour
Page Views	Cost per Click	User Engagement
Banner Ads	Interactive Ads	Behavioural Ads
Britannica Online	Wikipedia	The Semantic Web
HTML / Portals	XML / RSS	RDF / RDFS / OWL

Web 4.0 - Symbiotic Web



Read-Write-Execution-Concurrency

Step toward Web 4.0



BUSINESS | MANAGEMENT

The Algorithm That Tells the Boss Who Might Quit

Wal-Mart, Credit Suisse crunch data to see which workers are likely to leave or stay



ILLUSTRATION: OTTO STEININGER

By RACHEL EMMA SILVERMAN and NIKKI WALLER

March 13, 2015 7:05 p.m. ET

132 COMMENTS

Employers want to know who has one foot out the door.

POPULAR ON WSJ

1. Misty Copeland's Possible Promotion Is Talk of Dance World
2. MIT Economist Gruber Had Bigger Role in Health Law, Emails Show
3. Apple to Pay Artists After Taylor Swift Protest
4. Secrets from Triathlon Training
5. Greek Proposals Lift Hopes of Deal



VIDEOS

1. Video Inside Afghan Parliament as Taliban Bomb Explodes
2. Taylor Swift Had Apple Change Its Tune
3. Eli Manning, Archie Manning on Father's Day Advice



All your social media posts now sorted by location and up for sale

Geofeedia / New Geofeeds

View All 595 88 86 86 96 95 63 81

Map Collage

RESULTS
595 Posts

Refresh Load More

FROM TO
m/d/yyyy m/d/yyyy
hh:mm hh:mm
Apply Clear

KEYWORD FILTERS
keyword

USERNAME FILTERS
username

Cursor: 41,888346

by thomas.pap 10/3/14 7:03 AM

The Bean ... Can't believe it's already been 2 weeks since we were in Chicago! ☐ take me back

by jazzyfay1987 10/3/14 1:12 AM

Millennium Park

by aguycalledshit 10/3/14 1:02 AM

The Bean @ Millennium Park
<http://t.co/ExnYxgN5>

by ameliabun 10/2/14 9:29 PM

Hanging out with this all week has been in ☺ #loveher @ Millenn Park
<http://t.co/8fhWSPNI>

by AndyTolm 10/2/14 8:53 PM

by tin007 10/2/14 11:37 PM

credible how the sky the bean blends as

by ncararah 10/2/14 9:31 PM

My Bean ☐☐
#millenniumpark
#thechicagobean #inspired by @sincerelyjules #chicago #latergram #art

This city...#nofilter #chitown @ Millennium Park

by dieselpiesel 10/2/14 8:55 PM

October 15, 2014 4:30 PM
Richard Byrne Reilly

Everything you post on social media can and will be used against you.

FLIPPED CLASSROOM FLIPPED

- Class time is dedicated to collaborative and active engagement and concept mastery.

Retracing the idea of Flipped Classroom

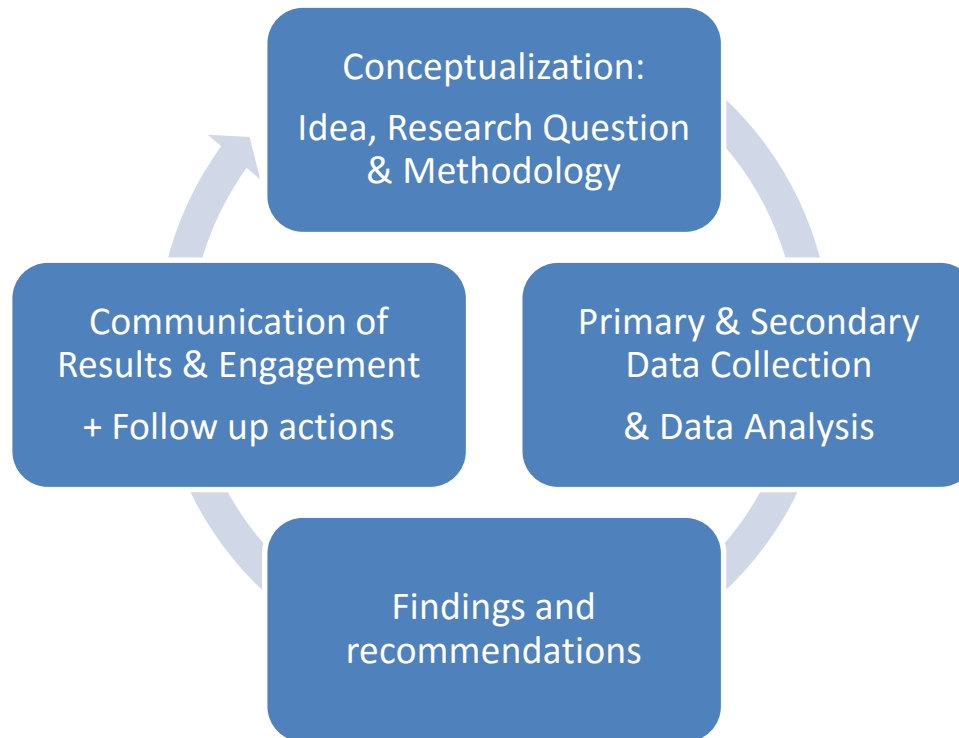
Looking at history Maria Montessori, John Dewey, Herbert Kohl (Founder of Open School movement who coined the word "open classroom") and even Socrates planted the seed of Flipped Classroom.

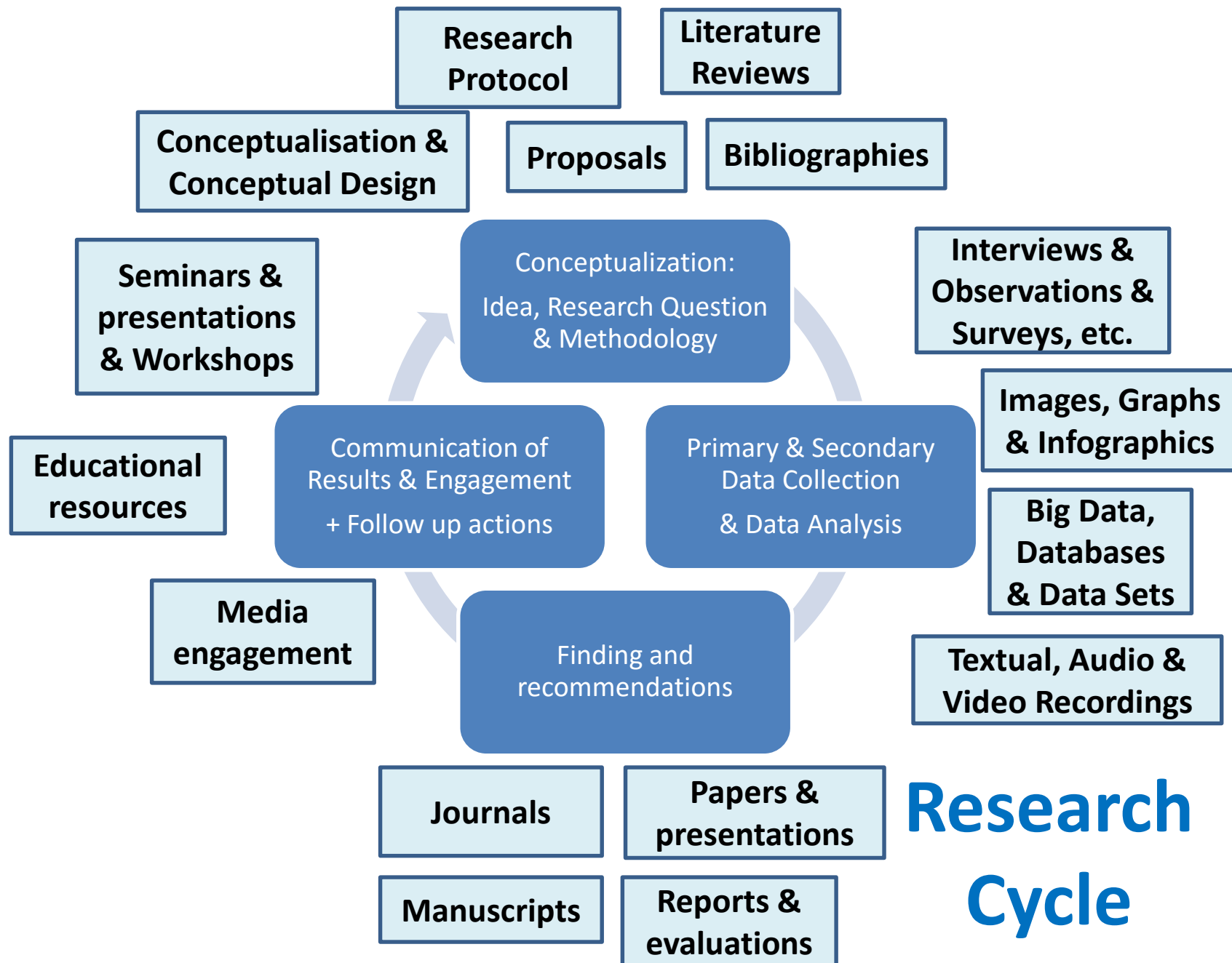
As a child we intuitively and instinctively think our way into "knowledge", and this is at the heart of reasoning. Flipped Classroom capitalises on this process.

It's often the ego-centred idea that we have something important to say that gets in the way of learning

[illegible]

Basic Conceptualisation of Research Cycle





Separation of Audiences & New Networking

- Old professional networking was based on exclusion & separation of audience.
- New networking is based on inclusion & harnessing the power of diversity.
- When you change the audience you change everything.



Mostly private
with limited
visibility and
shareability

Research
Protocol

Literature
Reviews

Shared & Shareable
e.g. tagging & social
bookmarking

Conceptualisation &
Conceptual Design

Proposals

Bibliographies

Conceptualization:
Idea, Research Question
& Methodology

Communication of
Results & Engagement
+ Follow up actions

Primary & Secondary
Data Collection
& Data Analysis

Findings and
recommendations

Research Cycle



facebook





Dr SLS @DrSLJ

1h

Twitter help: looking to find a children's social worker via Twitter who would like to work with me for an article for BMJ. Can anyone help?



Dr SLS @DrSLJ · Feb 19

Getting excited about my article idea now. I love the power of Twitter for finding co-authors @claudiamegele @lovingswjourney



Claudia Megele @claudiamegele · Feb 19

@DrSLJ @lovingswjourney look forward to it & have a lovely evening.

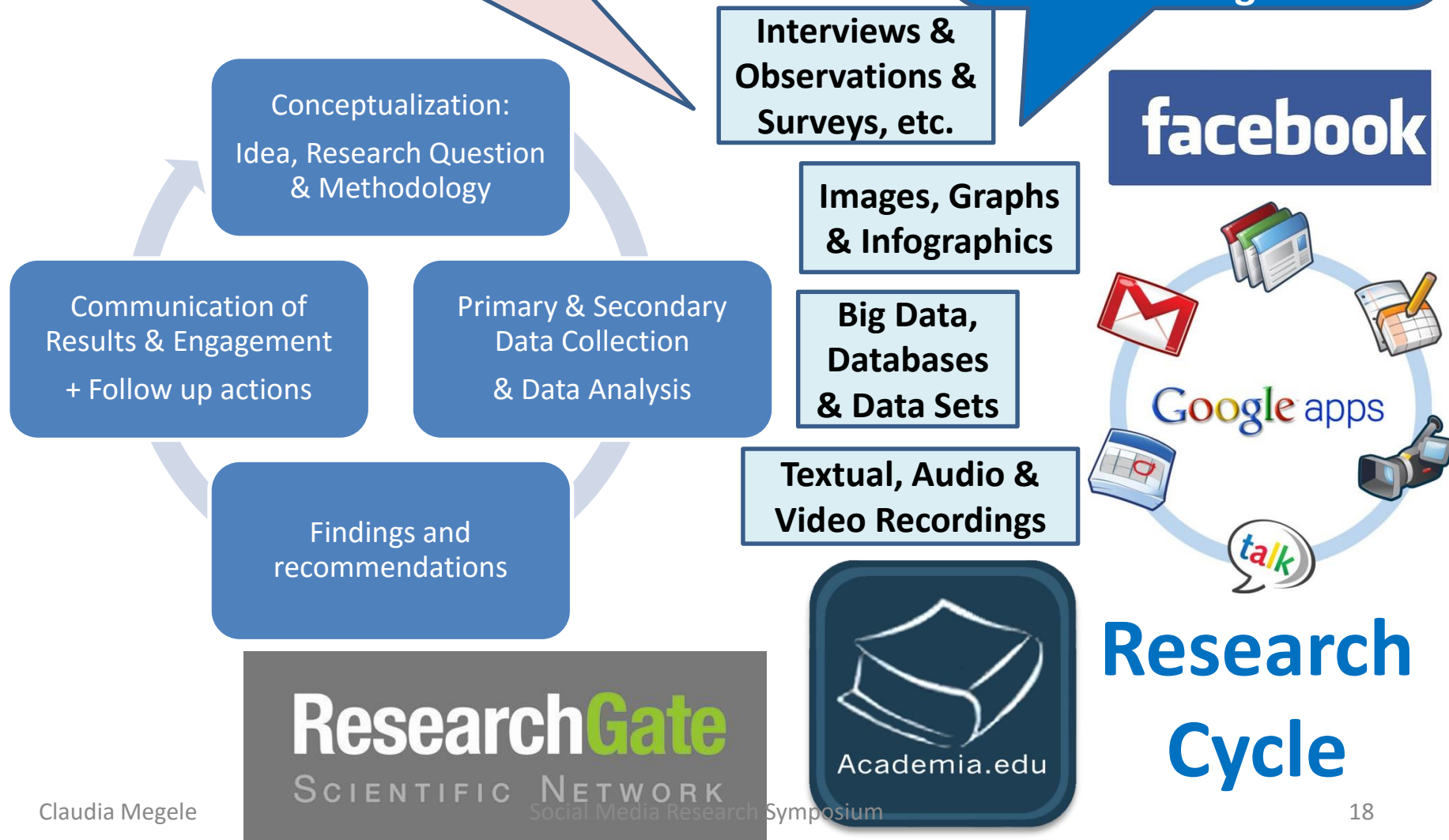
10:47 PM - 19 Feb 2015 · Details



[Hide conversation](#)

Data is mostly: discrete; not easily shareable; hard copy & often not digitalized.

Data is digitalized, interlinked & shareable; Digital curation; Text mining; Crowd sourcing.



BIG DATA

Big Data is data that is too large, complex and dynamic for any conventional data tools to capture, store, manage and analyze.

The right use of Big Data allows analysts to spot trends and gives niche insights that help create value and innovation much faster than conventional methods.

The "three V's", i.e the Volume, Variety and Velocity of the data coming in is what creates the challenge.

VOLUME



VARIETY



PEOPLE TO PEOPLE

NETIZENS, VIRTUAL COMMUNITIES, SOCIAL NETWORKS, WEB LOGS...



PEOPLE TO MACHINE

ARCHIVES, MEDICAL DEVICES, DIGITAL TV, E-COMMERCE, SMART CARDS, BANK CARDS, COMPUTERS, MOBILES...



MACHINE TO MACHINE

SENSORS, GPS DEVICES, BAR CODE SCANNERS, SURVEILLANCE CAMERAS, SCIENTIFIC RESEARCH...

VELOCITY



2.9 MILLION
EMAILS SENT EVERY SECOND



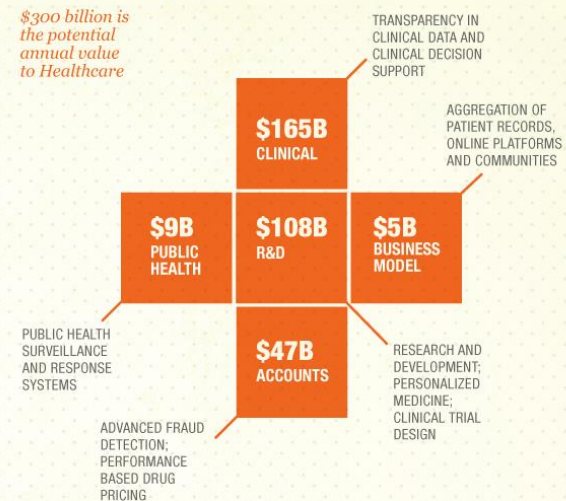
20 HOURS
OF VIDEO UPLOADED EVERY MIN



50 MILLION
TWEETS PER DAY

CASE STUDY - Healthcare

\$300 billion is the potential annual value to Healthcare



VALUE



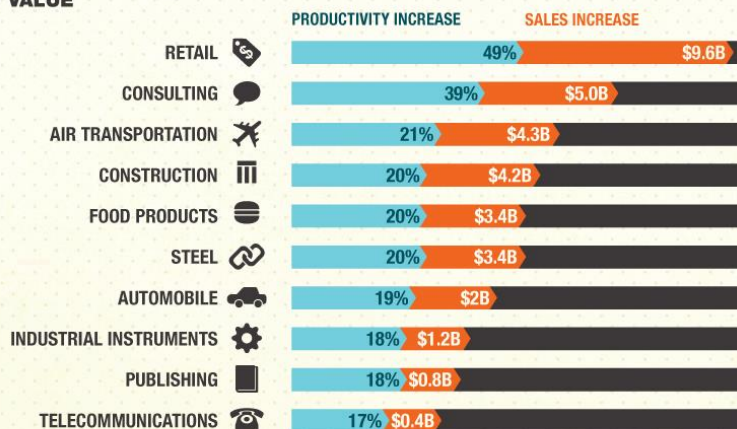
57.6% OF ORGANIZATIONS SURVEYED SAY THAT BIG DATA IS A CHALLENGE



72.7% CONSIDER DRIVING OPERATIONAL EFFICIENCIES TO BE THE BIGGEST BENEFIT OF A BIG DATA STRATEGY



50% SAY THAT BIG DATA HELPS IN BETTER MEETING CONSUMER DEMAND AND FACILITATING GROWTH



40% PROJECTED GROWTH IN GLOBAL DATA CREATED PER YEAR



5% PROJECTED GROWTH IN GLOBAL IT SPENDING PER YEAR

The estimated size of the digital universe in 2011 was 1.8 zettabytes. It is predicted that between 2009 and 2020, this will grow 44 fold to 35 zettabytes per year. A well defined data management strategy is essential to successfully utilize Big Data.

Sources: ① Reaping the Rewards of Big Data - Wipro Report ② Big Data: The Next Frontier for Innovation, Competition and Productivity - McKinsey Global Institute Report ③ comScore, Radicati Group ④ Measuring the Business Impacts of Effective Data - study by University of Texas, Austin ⑤ US Department of Labour.

DO BUSINESS BETTER

NYSE:WIT | OVER 130,000 EMPLOYEES | 54 COUNTRIES | CONSULTING | SYSTEM INTEGRATION | OUTSOURCING



Source: <http://www.globaldots.com/big-data-promise-hype-and-challenges/>

Research Cycle



Journals

Papers & presentations

Manuscripts

Reports & evaluations

Static and unidirectional text-based format

Transmedia, dynamic & multimodal format





Claudia Megele retweeted



Peter Beresford @BeresfordPeter · Apr 22



@claudiamegele @jlwestwood @CommunityCare @AngieBartoli
@Harr_Ferguson @HackneyChild thanks Claudia, looking forward
2reading yr book!!

RETWEET

FAVORITE

1

1



1:13 PM - 22 Apr 2015 · Details



[Hide conversation](#)



Claudia Megele @claudiamegele · Apr 22

@BeresfordPeter @jlwestwood @CommunityCare @AngieBartoli
@Harr_Ferguson @HackneyChild Most welcome & would love to know your
feedback. :-)



1



1



Using Storify

The screenshot shows the Storify website interface. At the top, there is a blue navigation bar with the Storify logo, a 'Browse' button, a search bar labeled 'Search Stories...', and 'Log In' and 'Sign Up' buttons. The main content area features a story titled 'eLearning & Blended Learning: Embedding Social Media in Academic Curricula'. The story's description reads: 'This Storify highlights some of the key themes explored during the Higher Education Academy Conf./Workshop on 'E-Learning & Blended Learning - Exploring Technology, Enquiry, & Pedagogy' at Middlesex University.' Below the description, it says 'by SWSCmedia a year ago 1 Like 448 Views'. The background of the story is a video frame showing a woman on the left and a presentation slide on the right. The slide is titled 'Make Knowledge Visible' and contains text about designing products for learning and a diagram with a 'refine' circle.

eLearning & Blended Learning: Embedding Social Media in Academic Curricula

This Storify highlights some of the key themes explored during the Higher Education Academy Conf./Workshop on 'E-Learning & Blended Learning - Exploring Technology, Enquiry, & Pedagogy' at Middlesex University.

by SWSCmedia a year ago 1 Like 448 Views ▾

Transmedia & Enhanced Publishing

Additionally the special edition seeks to engage with both the challenges and opportunities offered by social media in a manner that reflects the topic itself. Therefore, alongside traditional paper manuscripts, the guest editors will consider posting audio and video discussions of this topic....

Social Work Education
Call for Papers
Deadline: 31 July 2015

Print Email Tweet Share

Social Work and Social Media: Best Friends or Natural Enemies?



This special theme edition of *Social Work Education: The International Journal* will focus on the rapidly expanding use of online social networking sites and explore the potential impacts of these on social work education and practice. Whilst fear of professional sanctions may discourage the use of social networking sites within social work, there are increasing examples of supportive online communities and ground breaking practice work which engage with the opportunities afforded by social media.

This special edition proposes that the rapid expansion of social media platforms as a means of communication represents a moment in time for social work practice and education and we encourage contributions relating, although not necessarily confined to, to the following themes:

- How does Social Work engage with the challenges/opportunities presented by social media with reference to Social Work education?

- Examples of innovative practice with social media or digital tools
- Examples of innovative educational practices with social media or digital tools
- Evaluations and/or case studies of research projects involving social media or digital tools in social work education.
- Engagement with professional regulation issues, social media and concepts of risk, confidentiality and reflection in social work education.
- Discussion of digital exclusion and the implications of this for social work practice with reference to inclusive learning environments and social inequalities.
- Case examples or theoretical papers engaging with the use of social media with user/carer groups.
- Discussions of specific policy around Social Work and social media development its use within HES settings.
- Discussion and review of recent publications in the field of social work and social media
- Examples and reflective articles relating to blogs and vlogs as a reflection tool within social work education.
- The use of social media as a means of overcoming geographical boundaries and shared practice and research within Social Work education (including globalised involvement and participation in learning).

Submission Instructions

Manuscripts should be original work, not exceeding 5,000 words and not published, nor under peer review elsewhere. Additionally the special edition seeks to engage with both the challenges and opportunities offered by social media in a manner that reflects the topic itself. Therefore, alongside traditional paper manuscripts, the guest editors will consider posting audio and video discussions of this topic on the main *Social Work Education* website, and will also promote engagement through live twitter discussion using the hashtag #socmedSWE.

It is also proposed that the special edition act as a launch for a Social Work and Social Media Special Interest Group, hosted by *Social Work Education: The International Journal*. This will bring together individuals and organisations with an interest in this field on this will follow.

Submissions should be made directly to the guest editors who, for the special edition will be:

Expensive, hard copy format & static one to many communication.
Textbooks, lectures & other resources limited to courses & students.



Research Cycle



Dynamic & open access:
Open Education Resources (OERs), open lectures, Webinar, ebooks, multilogue many to many conversations & engagements.

Seminars & presentations & Workshops

Conceptualization:
 Idea, Research Question & Methodology

Educational resources

Communication of Results & Engagement
 + Follow up actions

Primary & Secondary Data Collection
 & Data Analysis

Media engagement

Findings and recommendations

ResearchGate

SCIENTIFIC NETWORK

Social Work & Social Care & Media Network @SWSCmedia

Home Notifications Messages

Search Twitter

Social Work & Social Care & Media Network



SWSCmedia

@SWSCmedia

Twitter feed for #SocialWork / #SocialCare & #Media Network: Raising Issues & Debating Everything #SocialWork & #SocialCare + #SocialMedia. Hashtag #SWSCmedia

swscmedia.com

Joined October 2011

209 Photos and videos



TWEETS 28.2K FOLLOWING 13.5K FOLLOWERS 14.4K FAVORITES 3,288 LISTS 26

Tweets Tweets & replies Photos & videos

SWSCmedia retweeted
CSWM @YourCSWM · 53m
Excited to be meeting @claudiamegele tomorrow for our Yorkshire&Humber event for the regions HEI's & LA's #LA&HEIPartnerships @aosullivan01

3 2

SWSCmedia retweeted
Claudia Megele @claudiamegele · 8m
.@YourCSWM @aosullivan01 @Triggsiee Looking forward to seeing you there. Fantastic conference & great speakers. #CSWM #SocialWork #CSWM15

1

View conversation

- Social Work Knowledge network and Community of Practice.
- The first Social Work Twitter Chat.
- Incorporated Social Media in MSc. Step up to Social Work curricula for teaching, learning and assessment.
- Partnership with a number of universities and collaboration with local authorities.

A global Mental health knowledge hub and Community of Practice

Composed of: psychiatrists, psychologists, psychotherapists, neuroscientists, social workers, nurses, doctors, mental health professionals, people with experience of mental health challenges.

The Numbers

12,368,109

Impressions

965

Tweets

196

Participants

487

Avg Tweets/Hour

5

Avg Tweets/Participant



Search Twitter

Mental Health Chat

@MHChat



Mental Health Chat

@MHchat

#MHchat is an open access Mental Health community (mhchat.com)
Join+Share your views & experiences of #MentalHealth @MHChat Wednesdays 8:00 PM UTC

facebook.com/pages/MHChat/1...

Joined January 2012

83 Photos and videos



TWEETS
32.3K

FOLLOWING
29.1K

FOLLOWERS
50.6K

FAVORITES
2,016

Tweets

Tweets & replies

Photos & videos



Mental Health Chat @MHchat · Jun 13

When I lost my hands... the life changing #Trauma of Rosa when profits come before life+humanity: theguardian.com/commentisfree/...
#MHChat #PTSD @LGUS

4

2

View summary

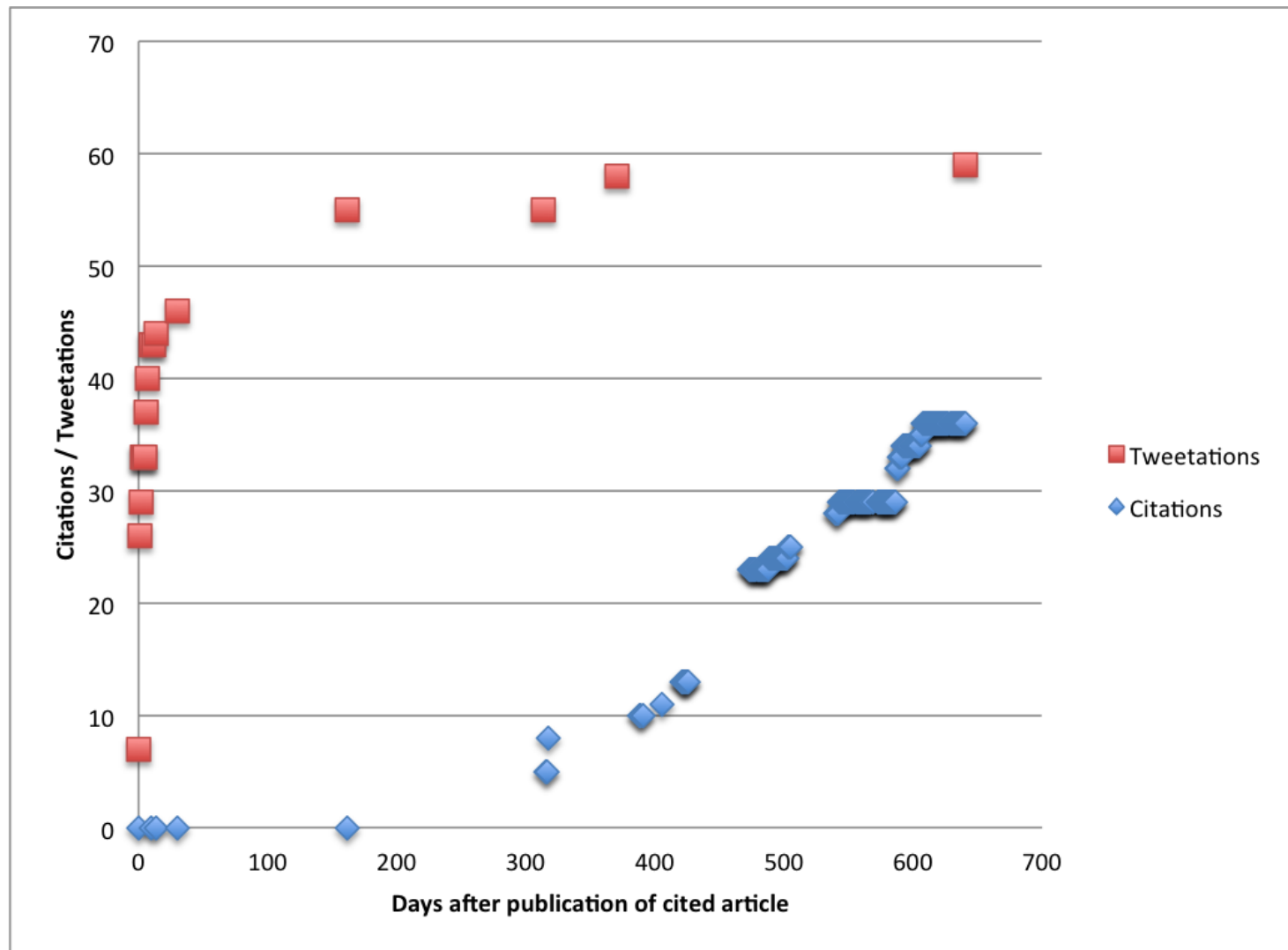


Mental Health Chat @MHchat · Jun 13

Exploring #PTSD & Post Traumatic Growth: Join+Share your views & experiences @MHChat see link for your local time timeanddate.com/worldclock/fix



Tweetations & Citations



- Source: [Can Tweets Predict Citations? Metrics of Social Impact Based on Twitter and Correlation with Traditional Metrics of Scientific Impact](#)



Claudia Megele

@claudiamegele

TWEETS
9,429

FOLLOWING
2,681

FOLLOWERS
3,841

FAVORITES
395



Claudia Megele retweeted



Harry Ferguson @Harr_Ferguson · Apr 17

Social media should be an essential part of new social workers' toolkits gu.com/p/4xa3z/stw Gets more relevant by @claudiamegele



The Guardian



Social media should be an essential part of new social workers'...

Digital media enables professionals to communicate more effectively with service users and each other, says Claudia Megele

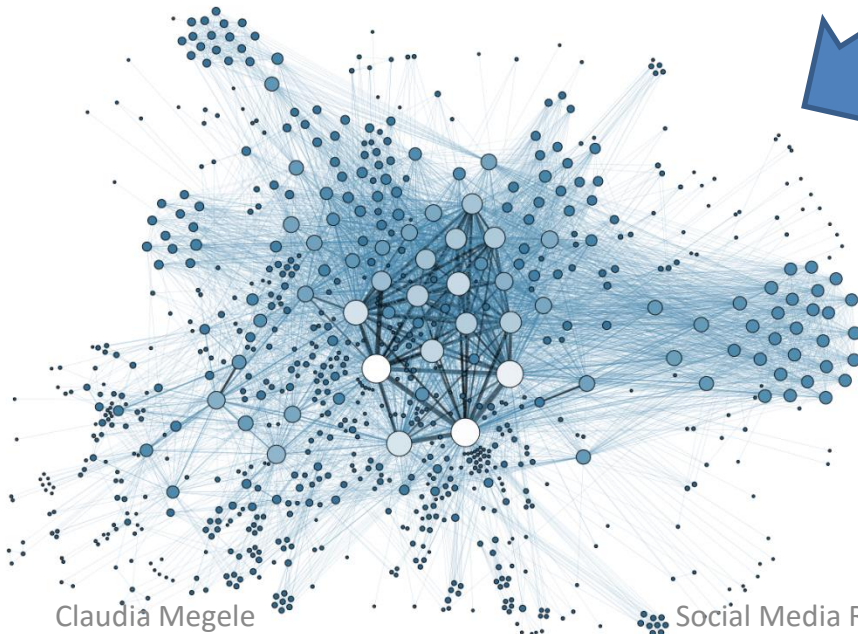
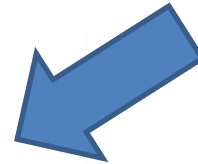
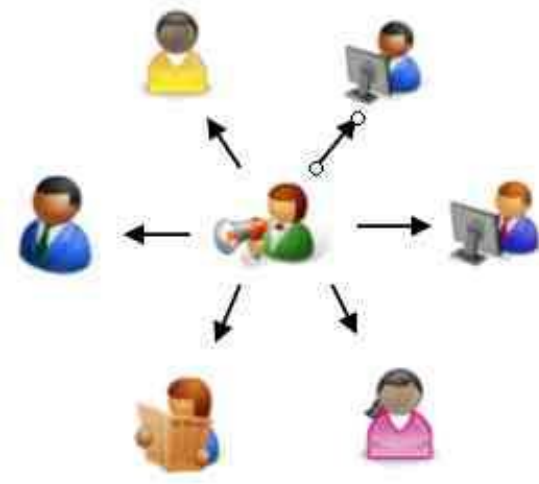
[View on web](#)

RETWEETS
8

FAVORITES
7



From One to Many to Many to Many Communication



**Network society and multimodal
connectedness changing the notion and
expectations of relationships**

Changing Paradigm of Scholarly Communication & the Importance of Communities

Continuous
Multilogue
Conversation

Scholars

Scholars

No single tool is
going to change
the nature of
conversation
and debate.



Scholars

Community

You can engage &
create your network
but cannot control
that network.

But, how we use the
tools we have could
help people
participate in those
debates in new ways.

Prestige & Exclusivity vs. Sharing & Relevance

Prestige

- Academic reward systems are often centred around prestige and rewarding “The Leader”.

Relevance

- New social paradigm is centred around sharing, relevance & leadership.

Leaderful Leadership

- Social media offers the opportunity to bridge this gap and allows for engagement with both prestige and relevance.



Parity of Voices & Representation or Fragmentation & Dispersion?

Miriam, et. al. (2014) researched:

- 42 different policy related topics selected by 16 policy makers from different political institutions in Germany
- Studying the characteristics of the 8,296 users involved in those discussions.

Their results showed:

- Small percentage of users (less than 6%) were responsible for most of the generated discussions (36% of all the collected tweets);
- These users were mainly news agencies and organisations and not individual citizens;
- Similar to users, a small subset of topics was extensively discussed but most of the topics were under represented.

e-Professionalism & Digital Practitioner, e-Practitioner & e-Scholar

- Enquiring Mind and a critical perspective:
 - *considers social media and new technologies and critically thinks about how this is changing society, work, culture and communication;*
- Strategic and effective Use of Social Media:
 - *uses new media and social technologies in a purposeful manner with conversations that are focused on actionable outcomes.*
 - *Acknowledges the merging of audiences and that the personal and professional cannot be fully separated.*
- Identifies new opportunities and challenges:
 - *digital divide, amplifying effect of social media, and Re-weaving the Web.*

Twitter & Identity: Mentalization, Empathy, Relationships & Correlates

- Can the use of Twitter influence the individual's attachment style?
- Can the use of Twitter influence the individual's relationship style?
- Can the use of Twitter influence the individual's locus of internal vs. external control score?
- Can the use of Twitter influence the individual's reflective thinking ability?
- Can an intense use of Twitter influence the individual's ability to accurately identify others' non-verbal expressions of thoughts and emotions?
- Can an extended use of Twitter influence the individual's ability to accurately identify others' non-verbal expressions of thoughts and emotions?
- Can use of Twitter influence individual's narcissism score?

Some Additional Resources

- [Theorizing Twitter Chat](#)
- [Social care in the e-professionalism era](#)
- [Employers Social Media Policy and the Challenge of e-Professionalism](#)
- [eABLE: Embedding social media in academic curricula as a learning and assessment strategy to enhance students' learning and e-Professionalism](#)
- [Five ways Google Glass can transform social care. The Guardian, Accessed 13 January 2015](#)
- [Local government in 2020: challenges and opportunities](#)
- [How to move from local e-government to collaborative e-governance](#)

Questions

- [Claudia Megele](#)
- Twitter: [@ClaudiaMegele](#)
- Email: C.Megele@mdx.ac.uk
- Academia.edu: <http://mdx.academia.edu/ClaudiaMegele>
- [Using Social Technology in Health and Social Care Provision: Strategies for Implementation and Good Practice](#)
- [Psychosocial & Relationship Based Practice](#)